

# TIME

News magazine APR 30 1940

## NEW EMERALITE Advertising Campaign

offers a real opportunity to Emeraldite Dealers

Throughout the Fall and Winter, Emeraldite will again be regularly advertised in TIME, the Weekly Newsmagazine, and other leading publications. TIME is widely known for its extremely interesting editorial content, for its dramatic March of Time radio broadcasts, and for The March of Time on the screen.

Heavy educational advertising is also appearing throughout the country to make the public appreciate the value of good light to eyesight.

This offers a splendid opportunity to Emeraldite dealers, for Emeraldite advertising has consistently stressed the importance of light to sight over a long period of years.

### NEW MODELS

Note the outstanding sales features of the new Emeraldite models . . . Pass this folder to your sales staff, so they also will appreciate what strong sales arguments they have.

### 10 DAY TRIAL

Everyone is interested in his eyes. Demonstrate to a customer the striking difference between Emeraldite's Daylite and ordinary illumination and he will quickly appreciate the value of Emeraldite to his eyes. Then offer Emeraldite on a 10 day money back trial. Your customer will find that in Emeraldite Daylite he can see better, work faster and more accurately WITHOUT STRAIN—and once he enjoys the eye comfort of an Emeraldite, he will never want to be without it. Our advertising features this money back offer and we are sure it will be very helpful to you.

Dealer helps and display signs and our publication advertising will support your efforts.

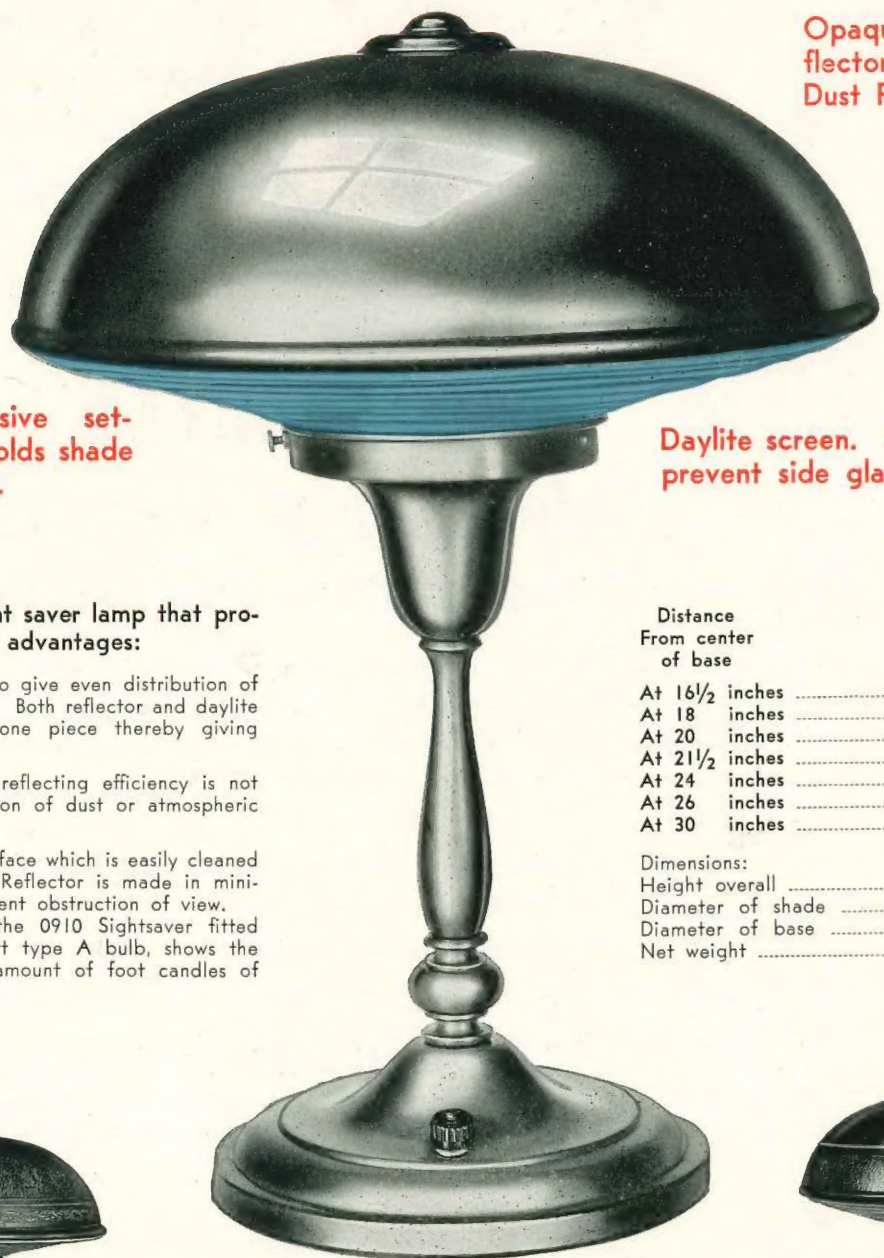
**H. G. McFADDIN & CO., 324 FIFTH AVENUE, NEW YORK**

Established 1874



THE NEW No. 0910/2205 EMERALITE SIGHT SAVER

More Light and a Better Quality of Light



Opaque Black Re-  
flector Opal Lined.  
Dust Proof.

Unobtrusive set-  
screw holds shade  
securely.

Daylite screen. Steps  
prevent side glare.

A new type of sight saver lamp that pro-  
vides the following advantages:

Reflector is designed to give even distribution of  
daylite over wide area. Both reflector and daylite  
screen are made in one piece thereby giving  
added strength.

Being entirely closed, reflecting efficiency is not  
affected by accumulation of dust or atmospheric  
changes.

Outside has smooth surface which is easily cleaned  
and will not tarnish. Reflector is made in mini-  
mum diameter to prevent obstruction of view.  
Sight meter test of the 0910 Sightsaver fitted  
with standard 100 watt type A bulb, shows the  
following exceptional amount of foot candles of  
daylite.

Distance From center of base	Foot Candles of DAYLITE on Desk or table
At 16 1/2 inches	60 Foot candles
At 18 inches	55 Foot candles
At 20 inches	40 Foot candles
At 21 1/2 inches	33 Foot candles
At 24 inches	25 Foot candles
At 26 inches	20 Foot candles
At 30 inches	12 Foot candles

Dimensions:	
Height overall	14 1/2 inches
Diameter of shade	10 inches
Diameter of base	6 1/2 inches
Net weight	6 pounds



0910 Lamp, shown with the  
2260 Russet Brown shade

- 0910/2205 Black Opaque shade ..... Bronze \$14.50
- 0910/2211 Black Encrusted Gold shade ..... Gold 18.50
- 0910/2260 Russet Brown Brocade shade ..... Bronze 18.50

Also furnished in Pewter finish at same price.



0910 Lamp, shown with the  
2211 Black Encrusted Gold

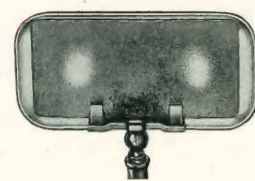
ACKNOWLEDGED THE BEST OF ITS KIND

The New 2 Bulb  
Improved  
EMERALITE  
With interchangeable  
lift off shade in choice  
of three colors.



Complete with daylite  
screen, base switch, lift  
off brocade shade and  
two-bulb socket.  
\$17.50

Emeralite Twin Socket  
is made of heavy  
glazed porcelain, de-  
signed to position  
lamps correctly for  
maximum efficiency and  
will last indefinitely.  
Light is controlled by a  
durable base switch.



Emeralite Daylite Screen is of special dif-  
fusing glass that changes ordinary electric light  
into eye-saving daylite of correct intensity and  
quality suitable for eyes. This original fea-  
ture is furnished as standard equipment. The  
screen has a new mounting attached to holder  
which permits instant removal for cleaning.

Emeralite Bases are substantially made of  
non-corrosive metal in artistic designs and  
finishes to harmonize with modern furniture.  
Combined with the reflectors, they offer the  
purchaser a lighting service of enduring satis-  
faction that assures the economy derived from  
standardized equipment and the increased  
efficiency from better eye-comfort with a light  
correct in quality and quantity. Emeralite  
has urged the use of better light for better  
sight for more than 25 years.

The new models represent a practical and  
pleasing combination of essentials approved  
for the best selection of suitable lighting equip-  
ment.



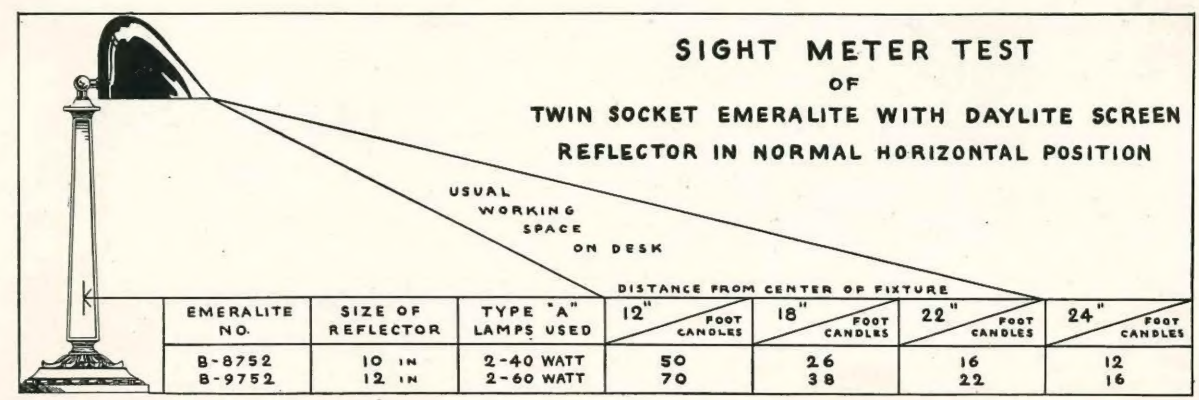
New Type, Lift-Off  
Reflectors are carefully  
made of finest quality  
Emerald, Green Russet  
Brown or Opaque Black  
glass, lined with pure  
white opal glass fused  
into one piece and  
specially annealed to

with stand temperature changes. They have  
no holes or perforations, are instantly detached  
for cleaning, without tools and excell all others  
for durability of reflecting surface, ease of  
maintenance, satisfactory service, finish and  
appearance.

Choice of three Colors and two finishes  
facilitates selection of color and effect most  
suitable for any location. Made in two sizes  
10 inches long for two 40 watt type A Mazda  
lamps, and 12 inches long for two 60 Watt  
type A Mazda lamps, which furnish light in-  
tensities that equal or exceed approved speci-  
fications. All are interchangeable.

New Type Holder slips on the back of re-  
flector holding it securely without clamps and  
is mounted upon a forged brass joint which  
has no wing nut and may be easily adjusted  
with one hand. Two practical features original  
with Emeralite. All wiring is concealed and  
protected from injury by heat or abrasion.

0890-8755 Brown Brocade Shade



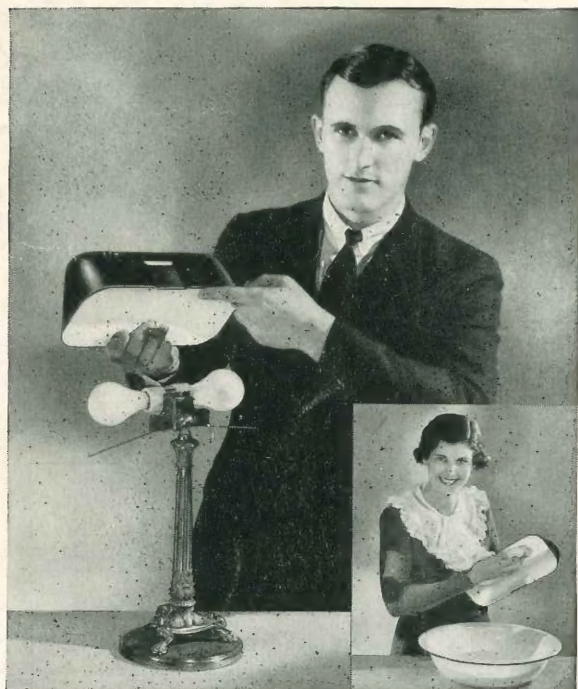


# A-3

Millions of readers will learn about the new Emeralites thru this advertising campaign . . .



A sample demonstration of the difference between ordinary light and Emeralite daylite is always interesting and convincing to prospective purchasers, (see cut above). Sell Emeralite as a service to eyes and not as an ordinary lamp. Lasting practically a life time—Emeralite proves a wise and economical investment.



Emeralite offers you for the first time a new double light desk lamp with a choice of three shades all at the same price. These shades may be removed instantly and salesmen should demonstrate both the new holder and the choice of shades.

*Your* **EYES**  
SEE better . . .  
**FEEL** better

**NEW EMERALITE**  
Like natural daylite

Artificial light that is not suited to the eyes is responsible for a great amount of eyestrain . . . Light should be (1) free from glare (2) of exactly the right intensity—neither too brilliant, nor dim (3) like natural daylite in quality.

## NEW EMERALITE LAMPS

give you all three of these essentials. That is why they are so frequently recommended to prevent eyestrain.

They are fitted with 2 bulbs and have an opal-lined glass shade that reflects the light most efficiently. A special daylite screen under the shade filters out all irritating rays, changing ordinary artificial light to a soft, evenly diffused daylite.

In such light your eyes can work with utmost ease—as with natural daylite. Freed from strain, you can work faster, more accurately and longer.

## 10-DAY TRIAL

Ask your dealer to send you a new 2-bulb Emeralite for 10-day, money-back trial. See what a striking improvement Emeralite daylite is over ordinary light. Made in models for every reading and writing need—



New models have 2 bulbs and choice of 3 colors for shade

and in decorative styles to harmonize with any business or home interior.

Write for Catalog  
H. G. McFaddin & Co., Inc., Dept. A-12  
324 Fifth Ave., New York  
Lighting Specialists since 1874  
Visit our Show-rooms

# EMERALITE

• KIND TO THE EYES

One of many advertisements that will win new users for Emeralite.